

Why Indonesian Women should not mind about Unrealistic Beauty Standards

Rivo Juicer Wowor (00000059635)

In this digital age, there's a lot of things that changed and shaped our society by media. And beauty is one of those things that has changed. But because of that, our society set the standards of Indonesian women's beauty to the point where it is unrealistic and not representing women as an Indonesian at all. Few stigma that grows inside our society mind are like how light your skin is, how slim your body is, and how *young* your face is like. And those stigma create a huge impact on how Indonesian women saw themselves. One of the impact of this fact is 68% of Indonesian women did not feel pretty when they didn't use cosmetics based on Beauty Confidence Report survey in 2018 (Male, n.d.). Therefore, I propose that Indonesian women should not mind or follow any unrealistic beauty standards that have been set by society and media.

First, Indonesian women should not attached or focused too much on what social media, or even media in general shows them about beauty, but instead be themselves as it is. Because media portrayal is one of the main culprit on how people perceive women's beauty. We can see it on Indonesia's beauty product commercial who make a stigma where a women with lighter skin is prettier than the women with a darker skin color (Prianti, 2013). There's also social media impact on beauty standard; not only in Indonesia, but in the whole world. Based on Fardouly and Vartanian survey in 2015, many women reported that they often tend to compare

their own appearance negatively with their friends and with celebrities in social media. Indonesia is a diverse country filled with variety of people with different color, race, and characteristics; and this includes Indonesian women who have their unique natural beauty compared to other country (Wirasari, 2016). And not only that, Prianti in her paper said that beauty of women should also be defined in various way, not by a set list of fixed characteristics. Then, how do you gain confidence? In her interview with kumparanWOMAN, Pingkan C.B. Rumondor; a clinical psychologist said there are three ways a woman can do to gain self-confidence. First, you need to set goals in order to gain successful experience. This experience will contribute to increasing your self-confidence. Then, you'll need a positive feedback from people. Those feedback can be retrieved by asking your close relatives about your personality and your quality in their perspectives. And those feedback will indirectly helps you to achieve your goals and gain self confidence. And lastly, find a mentor or a role model who are successful in their career. Because a mentor will really helps on guiding you to be successful just like them.

Besides confidence, I think that women's inner beauty is a lot more important than outer beauty. But before that, what is an *"inner beauty"*? According to Plato, inner beauty is a beauty based on how their action is morally good (Wisnubrata, 2020). Another definition by Schmalzried. who defines inner beauty as

a person who insofar inwardly beautiful because she effortlessly or out of love and affection does what is morally required or praiseworthy.

And by those two definition, it concludes that inner beauty is a beauty where kindness, moral, and achievements are more taken into account, rather than how beautiful and sexy you are. So, why inner beauty is a lot more important than outer beauty? According to an article by Fimela.com, there are a few reasons. First, Not everyone can have inner beauty. It means that a lot of people only have a good-looking face, but not a good heart or a big confidence. So, a person who do have inner beauty can looks different than the people who don't. Another one is that inner beauty has a very long-lasting effect; even eternal, compared to outer beauty. This is because inner beauty is measured by their personality and their heart, and these two elements are very hard to change overtime. Compared that with a good-looking face. As we're getting older, our face will get wrinkles and other things that we can't avoid. And the last point is, inner beauty is more appreciated by people than outer beauty. For example, when applying for jobs,

people are not looking by your face to hire you, but by how good your personality is. Because looks can be polished by make-up, but not personality. There are few steps that Indonesian women could do to achieve inner beauty, based on article written by SehatQ. First is you should thinking more positively about your personality rather to think about how do you look. Because it's easier to think about personality and it has a lot of benefits for your health too. Another one is knowing yourself. Knowing in here means that women should focus more on their life quality. And by knowing themselves, they will find meanings about happiness and satisfaction in their life. And lastly, just like my first point is to be yourself. Don't think too much about other people's look and comparing to yourself. Don't be jealous because they have been gifted a really pretty face compared to your regular face. But instead, be yourself. Be what you are. And focus on things that really matters. Things like your hobby, your passion, and your future. Rich yourself with new experience and create new memories for your life. Because by doing that, you will find your inner beauty eventually.

There's still a lot of women in Indonesia that are not confident by their own body because of society's stigma about beauty. Stigma like having slim body and bright skin to be "beautiful" is what concerning to a lot of women in Indonesia and therefore, creating a bad habit and bad experience for them to chase that unrealistic beauty standards. One of the reason on why all of this happened because how media portray beauty in television shows, ads, and social media. Media often linked beautifulness with foreign women beauty characteristics rather than using Indonesian own unique natural beauty. That's why, Indonesian women should be confident about themselves. Also, more women should focused more on inner beauty rather than outer beauty. Because inner beauty has a very long lasting effect rather than outer beauty, and most people appreciate inner beauty more. That's why kind people is often hard to find these days rather than good-looking people. Therefore, Indonesian women should not be bother anymore by any of beauty standards set by society.